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Manufacturing

## General Mills' manufacturing facility impacts more than just breakfast tables



Image: Albuquerque Business First

General Mills has a manufacturing plant at 3501 Paseo Del Norte Blvd. NE, which employs about 400 people.

BRODY FOSTER



By [Brody Foster](#) – Reporter, Albuquerque Business First  
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**Story Highlights**

- General Mills' Albuquerque plant employs 400 people, producing cereals and more.
- The facility donated \$245,000 to local charities last year.
- General Mills partners with CNM to develop employee job skills.

The [General Mills Inc.](#) manufacturing facility in Albuquerque has been up and running for 33 years, and its impacts go far beyond the breakfast table.

General Mills [manufactures commercial foods](#), including a long list of America's favorite cereal brands and other breakfast staples. It was founded in 1866 in Minneapolis, Minnesota, and the company now touts over 100 brands in about 100 different countries.

General Mills entered the state in 1992, with a plant at 3501 Paseo Del Norte Blvd. NE in Albuquerque. The local facility employs about 400 people.

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The company makes many of its Big G cereals and granola bars right here in Albuquerque, including Reese's Puffs, Cinnamon Toast Crunch and Nature Valley breakfast bars.

Through the company's General Mills Hometown Giving program, its Albuquerque plant gave \$245,000 to [local non-profits](#) and charity organizations last year, according to General Mills in an emailed statement.

General Mills also mentioned that many employees donate individually using its General Mills WeGive Match program as well as participate in local volunteer events throughout Albuquerque.

New Mexico schools also participate in the Box Tops for Education program, which is sponsored by General Mills. New Mexico schools in the program have collectively earned more than \$8,300 in 2024.

General Mills are also currently a [partner with Central New Mexico Community College](#) or CNM and use it to help build job-specific skills in its current employees, according to General Mills in an emailed statement.

The company had net sales of \$20.2 billion for the 2024 fiscal year and has over 15,000 employees nationwide.

THE LIST

New Mexico's largest Manufacturers

No. full-time NM employees

Rank	Prior Rank	Business name/Prior rank
1	1	Intel Corp.
2	2	Vitality Works
3	3	Miller Bonded Inc.
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